



## **LA Fashion District Business Improvement District**

### **2016 Fourth Quarter Activity Report**

**December 31, 2016**

110 E 9<sup>th</sup> Street Suite A 1175 Los Angeles CA 90079 p (213) 488-1153 f (213) 488-5159 [www.fashiondistrict.org](http://www.fashiondistrict.org)

## 2016 4<sup>th</sup> Quarter Improvements, Activities and Services

Expenditures as of December 31, 2016			
Budget Category	2016	4th Quarter	2016 YTD
	Annual Budget	Amount Spent	Amount Spent
Clean & Safe	\$ 2,911,160	\$ 728,333	\$ 2,719,942
Communication	\$ 479,404	\$ 95,197	\$ 344,785
Management/City Fees/Del. Asmnts	\$ 486,754	\$ 98,107	\$ 418,390
Santee Alley Overlays	\$ 640,415	\$ 67,660	\$ 570,304
<b>Total</b>	<b>\$ 4,517,733</b>	<b>\$ 989,297</b>	<b>\$ 4,053,421</b>

### *Proposed 2017 First Quarter Finance Activities*

- Begin BID Renewal Preparation
- Work with CPA to complete the 2016 Tax Returns
- Work with CPA to complete 2016 Annual Review
- Prepare recommendation for 2018 assessment rates for Board of Directors

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### CLEAN AND SAFE ACTIVITIES

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#### SAFETY PROGRAMS

Fourth Quarter Contact Summary	2015	2016
Citizen Assist	3970	1879
Welfare Checks	1220	1266
Disorderly Conduct	1460	1259
Trespassing	571	600
Drinking in Public	55	137
Illegal Vending	279	105
Robbery / Vandalism	277	188

## *Proposed 2017 First Quarter Public Safety Activities*

- Continue education information for property owners on their responsibilities for discouraging illegal activities by tenants on their premises, and to comply with clean sidewalk codes.
- Continue to act as liaison to direct homeless populations to service organizations.

## CLEAN PROGRAMS

The Fashion District BID's clean programs deal with improving the public environment by providing graffiti removal, sidewalk and alley cleaning, street trash removal, tree trimming, weeding and poster removal.

### **Graffiti Removal**

2016 Fourth quarter graffiti removal records are about the same as last quarter.

<u>Graffiti Removal – 4<sup>th</sup> Quarter</u>	<b>2015</b>	<b>2016</b>
October	1998	1884
November	1804	1578
December	2026	1617
<b>Total</b>	<b>5828</b>	<b>5079</b>

### **Trash Tonnage**

Trash Tonnage increased significantly.

<u>Trash Tonnage – 4<sup>th</sup> Quarter</u>	<b>2015</b>	<b>2016</b>
October	192	193
November	189	230
December	201	257
<b>Total</b>	<b>582</b>	<b>680</b>

### **Sidewalk Cleaning**

4,136,033 square feet of district sidewalks were cleaned during the fourth quarter using scrubbing and pressure washing equipment.

### **Homeless and Feces Count:**

We have had a tremendous increase in homeless encampments, with an average of 297 per month. And, we have cleaned 591 counts of feces in the 4<sup>th</sup> Quarter.

*Proposed 2017 First Quarter Public Clean Activities*

- Continue to work to educate property owners and merchants about appropriate trash collection procedures.

**Neighborhood and Business Improvement Districts**  
**Quarterly Statistics for Mayor's Comstat Report**

4<sup>th</sup> Quarter 2016

CATEGORY	TOTAL FOR QUARTER	CUMULATIVE TOTAL
Public Safety Contacts *	42,070	167,764
Trash Bags/Tons removed	57,531 bags/680 tons	221,252/2,384 tons
Bulky Items Removed	264	2177
Graffiti Removed	5079	26,136
Weeded Areas	26	183
Citizen Contacts	1879	10,602
Merchant Contacts	2600	12,580
Spaces for Lease **	Not available	
Spaces leased **	Not available	
New Business **	Not available	
Landscaped Medians	The BID maintains two landscaped medians in the district.	

\* Public Safety Incidents category  
 was changed to Public Safety  
 Contacts to provide the total  
 number of contacts the BID Safe  
 Team conducts during a quarter in  
 the 100-block district.

\*\* The LA Fashion District has over  
 4000 street level stores. Due to the  
 extensive volume of spaces we do  
 not track spaces for lease, leased, or  
 new businesses.

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## *COMMUNICATIONS*

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The LA Fashion District BID Communications programs are developed to create a positive image for the District based on the positive changes that take place. Programs are designed to attract new investors and customers to the District as well as attract City investment to the District.

**Website**

[www.fashiondistrict.org](http://www.fashiondistrict.org) has 550,291 visitors per year. The retail and lines searchable directories as well as prom information are the most popular features on the site. The Fashion District website is the first website to pop-up when doing a Google search for “prom dresses in Los Angeles”. There are lines at the prom dress shops in the District, even on a Monday morning.

**Fashion District Social Media Update**

The Fashion District is on Facebook, Twitter, Instagram, Snap Chat and Pinterest. The BID maintains a robust social media network as part of our marketing efforts, which are used to connect with shoppers, buyers, and visitors worldwide. Our most impressive following can be found on Facebook with over 48,072 followers, while our fastest growing audience is on Instagram, where we boast over 20,022 followers. Social media enables the BID to market to new audiences and a younger demographic, which in turn allows us to run more tailored online campaigns. For example, March and April we leveraged our social media reach to target prom shoppers, marketing to high school students directly.

**2016 Fourth Quarter Website Visitors and Social Media Activity**

<u>Website Visitors</u>	<b>2016</b>
October	44,434
November	36,516
December	33,580
<b>Totals</b>	<b>114,530</b>

<u>Social Media – 4<sup>th</sup> Quarter Totals</u>	<b>2015</b>	<b>2016</b>
<b>Facebook</b>		
○ New Followers	367	1347
<b>Twitter</b>		
○ New Followers	260	425
<b>Blog</b>		
○ Page Views	46,569	65,403
<b>Instagram</b>		
○ New Followers	2458	1860
<b>Pinterest</b>		
○ New Followers	182	130

*Proposed 2017 First Quarter Communications Activities*

- Continue to refine social media features
- Install Banners
- Develop an RFP for a Marketing Plan
- Promote Market Week and update the Lines Directory

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## *SPECIAL PROJECTS*

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### *Proposed 2017 First Quarter Special Projects Activities*

- Continue to work with Bureau of Street Services to launch the Fashion District Phase II streetscape project.
- Work on Creating a Special Mobil Food Vendor District

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## *MANAGEMENT, CITY FEES AND DELINQUENT ASSESSMENTS*

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This portion of the annual Fashion District BID budget includes all Management and Communications service programs. The remaining budget is allocated to City Fees, Depreciation, Uncollected Revenue, and the North and South Alley Overlays.

### **MANAGEMENT PROGRAMS**

#### *Proposed 2017 First Quarter Management Activities*

- Begin BID Renewal